Below are the three scenarios that I would use as a Product Manager of SolidPrint company to convince Engineering team to change the course of development.

**Scenario 1: Explaining why we need change course on development.**

As a Product Manager, I will try to explain the engineering team the various business markets types and how a product brings value to a company. Majority of times, Engineers just focus on working on interesting technologies and don’t see the impact of their efforts. So, giving them a picture of what users want, will help them understand and feel *why* of what they are building. Providing proper data and statistics and showing them the metrics and explaining that right now for Solidprint 2.0 we need to target consumer market and individual user market who want to explore 3 D printing. Providing examples from other companies and explaining how they have benefited from market researches. And right now, as the study shows targeting individual 3 D printer enthusiastic customers is more valuable option which focuses on building affordable, easy to use printers rather than targeting mid -level companies. The ultimate focus should be to bring value to a company and working towards its growth as a company.

**Scenario 2: Involving Scrum Master or Senior Dev team member**

Managing an Engineering team and suggesting a change in development approach maybe rather challenging and complex job. Letting Scrum Master or a Senior development team member supporting your decision will add an added benefit. I would discuss and explicated the market opportunity study and customer research which I have done and show them the need for changing the development plan in depth and detail. Using one week of time before the meeting with the Engineering team, to have Scrum Master and Senior dev on my side will add more value to my decision of changing development plan. Hearing the suggestion from senior technical person will help engineering team comprehend and understand easily.

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**Scenario 3:** Reaffirming the Engineering team that new change is as challenging as the old one.

The Engineering team was excited to build a bigger, faster and versatile product and they were really looking forward for all the learning and challenges in doing so. Showing empathy towards their frustration and assuring them that even though the requirements and development plan is changed the challenge of developing a smaller affordable product with same functionality is same. Also ensuring them that seeing their product being popular in individual consumer market and helping every other individual cater his interest in 3 D printing will give them immense satisfaction and feeling of work well done as compared to current plan which shows no good return of investment and less profitable option. Explaining the team that any developed product should have quantitative goals that are tied to its ultimate success basic thing like user base growth, feature enhancement and company revenue.